

VIRGINIA IS FOR LOVERS[®]

Recovery Marketing Leverage Program Grants

Locality	Lead Partner	Name of Marketing Program	Award Amount
Abingdon	Abingdon Convention and Visitors Bureau	Share What You Love in Abingdon	\$20,000
Abingdon	Barter Theatre	Wander to Abingdon and Drive-In to Barter Theatre	\$10,000
Abingdon	Virginia's Heritage Music Trail: The Crooked Road	Sustaining Excellence	\$5,000
Abingdon	Virginia Highlands Festival	Virginia Highlands Festival on the Move	\$10,000
Abingdon	Hungry Brother BBQ	Hungry Brother Regional Celebration Program	\$10,000
Abingdon	William King Museum of Art	William King Museum of Art	\$9,964.50
Accomack	Accomack-Norhampton Planning District Commission	Explore Rural Coastal Virginia's Water Trails!	\$20,000
Alexandria	Visit Alexandria	Visit Alexandria	\$20,000
Alton	Southern Virginia Motorsports Council	Racing Through the Summer	\$10,000
Appomattox	Appomattox for Equality	Appomattox for Diversity	\$10,000
Arlington	Appaloosa Festival	Appaloosa Festival: Return to Your Roots	\$10,000
Arlington	Arlington Convention and Visitors Service	Arlington in Bloom: Springtime Renewal and Connection	\$10,000
Ashburn	StageCoach Theatre Company LLC	Winter 2020 and Spring 2021 Theatre Productions	\$7,125
Ashland	Center of the Universe Brewing Company	Welcome to Ashland!	\$9,550
Bedford	Bedford Area Welcome Center	Destination Bedford: Top Adventure Town	\$20,000
Bedford	National D-Day Memorial Foundation	National D-Day Memorial	\$10,000
Blackstone	Downtown Blackstone, Inc.	Discover Blackstone	\$10,000
Bland	Bland County Tourism	Bland County Tourism	\$10,000
Bluefield	Visit Tazewell County	Visit Tazewell County	\$10,000

Bristol	Birthplace of Country Music	Walk the Line in the Birthplace of Country Music – 2021 Spring Marketing Campaign	\$20,000
Bristol	The Sessions Hotel	The Sessions Hotel	\$20,000
Bristol	Discover Bristol	Gone Livin’	\$10,000
Cape Charles	Cape Charles Main Street	Discover Cape Charles	\$20,000
Charlottesville	Tom Tom Foundation	Tom Tom Festival Presents Charlottesville Rising	\$20,000
Charlottesville	IX Art Park Foundation	Charlottesville Arts Immersion Excursion	\$20,000
Charlottesville	Chapman and Wilburn LLC dba Monticello Wine Tour & Coach Company	Jefferson Heritage Experience	\$10,000
Charlottesville	Thomas Jefferson Foundation, Inc. (Monticello)	Virginia Family Road Trip: Adventure Awaits	\$10,000
Charlottesville	Virginia Festival of the Wheel	Virginia Festival of the Wheel	\$10,000
Chesterfield	Chesterfield County Parks and Recreation	Rediscover Chesterfield’s History	\$10,000
Chincoteague	Chincoteague Chamber of Commerce	Chincoteague Visitor Guide	\$10,000
Clarksville	Clarksville Lake Country Chamber of Commerce	Drivin’ and Jivin’ Weekend Tours	\$10,000
Coeburn	Spearhead Trails Southwest Regional Recreation Authority	Battle of the First Wave	\$10,000
Colonial Beach	Town of Colonial Beach	VisitCBVA	\$10,000
Covington	Alleghany Highlands Chamber of Commerce and Tourism	Uniquely Alleghany: Adventures in the Heart of Virginia’s Mountain Region	\$10,000
Covington	Virginia’s Western Highlands	Fun Getaways Amid Beautiful Mountain Scenery	\$10,000
Crozet	Montfair Resort Farm	2020 Montfair Marketing Program	\$8,269.50
Crozet	Crozet Park	Crozet Arts and Crafts Festivals	\$9,991.50
Culpeper	Culpeper Tourism and Economic Development	Culpeper Spring Destination Awareness Campaign	\$10,000
Daleville	Botetourt County	Botetourt County: Small Towns of Virginia	\$20,000
Danville	Danville Museum of Fine Arts and History	Danville Museum of Fine Arts and History	\$10,000

Dinwiddie	Dinwiddie County Tourism	Discover Dinwiddie Day Trip	\$10,000
Dublin	Pulaski County Tourism	Pulaski County Tourism	\$10,000
Duffield	Daniel Boone Wilderness Trail Interpretive Center Foundation	Daniel Boone Wilderness Trail Interpretive Center	\$20,000
Emory	Emory & Henry College	Launching the Southwest Virginia Museum Experience – Creation of a Southwest Virginia Museum Trail	\$10,000
Exmore	Town of Exmore	The Shore's Hometown: Diversity from Land to Sea	\$10,000
Farmville	Prince Edward County Office of Tourism	Play and Stay in Farmville	\$10,000
Farmville	Farmville Area Chamber of Commerce	Wander to Farmville	\$2,500
Floyd	The Floyd Country Store	Music of Our Mountains	\$20,000
Floyd	The Buffalo Hemp Company	Play Hard, Relax Easy in Floyd	\$6,500
Forest	The Corporation for Jefferson's Poplar Forest	Jefferson's Retreat, Your Retreat	\$10,000
Franklin	Franklin Southampton Economic Development, Inc.	What a Day! in Franklin Southampton	\$3,500
Fredericksburg	Fredericksburg City Tourism	FXBG Fun in 2021	\$20,000
Fredericksburg	Riverside Center for the Performing Arts	Staycation Destination: Stafford	\$10,000
Gate City	Scott County Virginia Tourism	More Than the "Tub"—Scott County, Virginia	\$20,000
Gate City	Town of Gate City	Kickin' Back at King Alley Free Summer Concert and Event Series	\$20,000
Glen Allen	Richmond Strikers	Jefferson Cup Marketing Campaign	\$10,000
Glen Allen	Artspace	Artspace Marketing Program	\$8,972.50
Gloucester	Gloucester Parks, Recreation & Tourism	Visit Gloucester: For History, For Beauty, For Fun!	\$10,000
Grundy	Southern Gap Outdoor Adventure	Find Your Place in the Great Outdoors	\$20,000
Hanover	Five-O's Tiki Foundation, Inc.	Hart Nissan Concert Series	\$10,000
Hanover	Hanover Tavern Foundation	Hanover Tavern Marketing	\$10,000

Harrisonburg	City of Harrisonburg Tourism and Visitor Services	Our PATH to the Perfect Event	\$20,000
Harrisonburg	Black Bear Productions LLC	Red Wing Roots Music Festival: Come for the festival, stay for a week!	\$10,000
Harrisonburg	The Wishing Well	Culinary Luxury in the Blue Ridge	\$10,000
Harrisonburg	Community Mediation Center dba Harrisonburg International Festival	Harrisonburg International Festival and Business Recovery Program	\$10,000
Harrisonburg	The Virginia Quilt Museum	VQM COVID-19 Recovery Plan	\$3,750
Hayes	Virginia Campground Association	Virginia Campground Association 2021 Digital Directory Marketing Program	\$10,000
Hiltons	Carter Family Fold Old Time Music, Inc.	"Follow Me Back to the Fold"	\$20,000
Hopewell	Hopewell Downtown Partnership	"5 and Dime" Coalition and Road Trip	\$4,648.50
Hot Springs	The Omni Homestead Resort (The Homestead, L.C.)	Virginia Road Trip	\$10,000
Independence	Grayson County Tourism	Grayson County: Ultimate Outdoor Recreation!	\$20,000
Irvington	Irvington Virginia Business Association	Explore America's Quintessential Coastal Village: Irvington, Virginia	\$9,750
Kenbridge	Southern Virginia Food Hub	Locally Grown, LOVEingly Made	\$20,000
Kilmarnock	Town of Kilmarnock (Visit Kilmarnock, VA)	WanderLove: Your Road Trip to the River	\$20,000
Lawrenceville	Brunswick County	Brunswick Stew Tour	\$10,000
Lebanon	Russell County Tourism	Russell County Tourism	\$5,000
Leesburg	Visit Loudoun	Love Loudoun Like a Local	\$20,000
Lexington	Lexington & the Rockbridge Area Tourism Development	Small Towns Big Back Yards	\$10,000
Locust Dale	Meander Inn, LLC	Only in Madison Experiences	\$10,000
Louisa	Louisa County Chamber of Commerce	Unplug and Play in Louisa	\$20,000
Lovingson	Nelson County Convention and Visitors Bureau	Coolest Hike in Virginia	\$9,381

Luray	Luray-Page County Chamber of Commerce & Visitor Center	Exploring the Great Outdoors in Luray and Page County	\$20,000
Luray	Shenandoah Valley Travel, Inc. dba Shenandoah Valley Travel Association	Make Time for LOVE in the Shenandoah Valley	\$10,000
Luray	Shadow Mountain Escape	Blue Ridge Mountain: Escape to Romance and Adventure	\$10,000
Luray	Page County	Sunday Drive	\$10,000
Lynchburg	Craddock Terry Hotel	For the Love of Views, Brews, Corkscrews and Shoes!	\$10,000
Machipongo	Chatham Vineyards, LLC	Eastern Shore Wine and Brine To-Go!	\$10,000
Machipongo	Lambert Shellfish LLC	Oyster Farm Tour and Interactive Experience	\$10,000
Madison	Early Mountain	WanderWine	\$20,000
Manassas	Prince William County Office of Tourism	Prince William's Open Spaces and Friendly Faces	\$10,000
Marion	Town of Marion	Visit Marion, VA	\$20,000
Martinsville	Rooster Walk Inc.	Pop's is the Place	\$5,375
Martinsville	VisitMartinsville	Enhanced VisitMartinsville Website	\$10,000
Mason Neck	The Board of Regents of Gunston Hall, Inc.	"Winter Wanderlust: Hidden Gems within 45 Minutes"	\$20,000
Moneta	Smith Mountain Lake Regional Chamber of Commerce	Visit Smith Mountain Lake	\$20,000
Montpelier Station	Montpelier Steeplechase and Equestrian Foundation	Montpelier Hunt Races Festival	\$20,000
New Castle	Wilderness Adventure at Eagle Landing	Your Basecamp for Adventure	\$6,400
Newport News	Virginia Living Museum	Dinosaurs and the Great Outdoors	\$10,000
Norfolk	Virginia Arts Festival	Virginia International Tattoo	\$20,000
Norfolk	Virginia Zoo	Explore in Your Back Yard	\$10,000
Norfolk	Visit Norfolk	The City with Bite featuring Nomarama	\$10,000
Norfolk	Norfolk Festevents, Ltd.	Norfolk Festevents 2021 Season of Events	\$10,000
North Garden	Virginia Association of Cider Makers	Virginia Cider for All Occasions	\$10,000

Onancock	Onancock Main Street Initiative	Experience Onancock	\$20,000
Pearisburg	Inn at Riverbend	Inn at Riverbend	\$10,000
Pennington Gap	Town of Pennington Gap	Town of Pennington Gap	\$10,000
Petersburg	Petersburg Department of Tourism	Discover the Underdiscovered Petersburg	\$10,000
Portsmouth	City of Portsmouth Department of Parks, Recreation and Tourism	48-Hour Small Town Getaways	\$10,000
Radford	Radford Visitor's Center	Visit NRV: Virginia's New River Valley	\$20,000
Reston	Reston Historic Trust & Museum	Reston Historic Trust & Museum	\$10,000
Richmond	Richmond Sports Backers	2021 Richmond Marathon	\$10,000
Richmond	Richmond Performing Arts Alliance	#ArtsHuntRVA	\$10,000
Richmond	Buskey Cider	Drink Scott's Addition	\$10,000
Richmond	Preservation Virginia	100 Miles of History	\$8,950
Roanoke	Roanoke Outside	Outdoors is in Our DNA	\$20,000
Roanoke	Blue Ridge Parkway Association	WanderLove Rides	\$20,000
Roanoke	Visit Virginia's Blue Ridge	Metro Mountain Mini-Vacations in Virginia's Blue Ridge	\$20,000
Roanoke	Milestone Development	New River Valley Sports	\$10,000
Roanoke	Downshift LLC	Ride the Rockstar!	\$9,000
Roanoke	Apple Ridge Farm	Experience Apple Ridge	\$9,867.68
Rocky Mount	Town of Rocky Mount	Reimagine Rocky Mount	\$10,000
Roseland	Bryant's Cider	Bryant's Cider	\$5,000
Ruther Glen	Caroline County Department of Economic Development & Tourism	301/207 Corridor: 301 Things to Experience!	\$10,000
Salem	City of Salem Tourism Office	Sports is the Hub for Salem Tourism	\$10,000
Saluda	Middlesex County	Spring Road Trip to Virginia's River Realm featuring the Four Middlesex Small Towns	\$10,000
Saluda	Middle Peninsula Chesapeake Bay Public Access Authority	Shucking Awesome! Paddle and Pub Crawl	\$10,000

Smithfield	Smithfield and Isle of Wight Convention & Visitors Bureau	Family Field Trips to Smithfield and Isle of Wight County	\$5,000
South Boston	Halifax County Tourism	What Makes Your Heart Race Girlfriends Getaway	\$20,000
South Hill	South Hill Chamber of Commerce	Discover the Unexpected	\$10,000
St. Paul	Heart of Appalachia Tourism Authority	Heart of Appalachia Tourism Authority	\$10,000
St. Paul	Western Front Hotel	Small Town = Big Fun: Live It, Love It, Ride It!	\$10,000
St. Paul	Town of St. Paul	Come Discover Your Fountain of Youth in Virginia's Great Southwest	\$20,000
Staunton	City of Staunton	Less Screen Time, More Play Time: Family Road Trip to Staunton	\$10,000
Stuart	Patrick County Tourism	Trail Marketing and LoveWorks	\$10,000
Stuart	Patrick County Chamber of Commerce	Experience Patrick County: Map Your Own Way	\$8,500
Surry	Surry County, Virginia	A Road Trip to Remember in Surry County, Virginia	\$20,000
Swoope	Shenandoah Mountain Music Makers Association, Inc. dba Shenandoah Music Trail	Virginia is for Lovers of Mountain Music	\$10,000
Thornburg	Dominion Raceway and Entertainment	Dominion Raceway and Entertainment	\$10,000
Troutdale	Blue Ridge Discovery Center	Blue Ridge Discovery Center Grand Opening	\$8,545
Verona	Augusta County	Shenandoah Beerwerks Trail: Blaze Your Own Trail!	\$10,000
Vienna	Wolf Trap Foundation for the Performing Arts	SOUNDWALK at Wolf Trap National Park for the Performing Arts	\$10,000
Virginia Beach	Virginia Beach Art Center Inc.	Getaway to the heART of Virginia Beach	\$20,000
Virginia Beach	ViBe Creative District	WanderLove: ViBe Creative District	\$20,000
Virginia Beach	Military Aviation Museum	Warbird Weekends	\$10,000
Virginia Beach	Zeiders American Dream Theater	Zeiders American Dream Theater	\$10,000
Warm Springs	Bath County, Virginia	Bath County WanderLove: Food and Hidden Gems	\$10,000

Warsaw	Northern Neck Planning District Commission	Northern Neck: Off the Beaten Path	\$20,000
Warsaw	The Menokin Foundation	Disconnect at Menokin and the Northern Neck	\$10,000
Waynesboro	Waynesboro, Virginia Office of Economic Development and Tourism	Work up an Appetite in Waynesboro	\$20,000
Waynesboro	The Wayne Theatre Alliance	Rediscovering Excitement for Arts, Culture, and History (REACH) in the Shenandoah Valley	\$10,000
Williamsburg	Colonial Williamsburg	Travel Through History: A Virginia Road Trip	\$20,000
Winchester	Encore Event Partners, LLC (Virginia Kids Trail)	Reconnect and Recharge on a Virginia Kids Trail Family Vacation!	\$10,000
Woodstock	Shenandoah County Tourism and Economic Development	Wander and Find Your Way Back to Open Spaces	\$10,000
Woodstock	Shenandoah Valley Music Festival	Shenandoah Valley Music Festival: Your Concert Vacation Destination!	\$10,000
Woodstock	Shenandoah County Fair Association	Shenandoah County Fair	\$10,000
Woodstock	Muse Vineyards LLC	Our Bend in the River	\$10,000
Wytheville	Wytheville Convention & Visitors Bureau	Social Distancing, Naturally	\$20,000
Wytheville	Edith Bolling Wilson Museum	Museum Marketing and Promotion	\$1,750
Wytheville	Blue Ridge Travel Association	Rediscovering the Blue Ridge	\$8,250
Yorktown	York County, Virginia	York County Tourism Development: Visit Yorktown	\$20,000
Yorktown	York County Office of Economic Development	Dining on The Edge	\$8,350